

# Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bell, R. A., Hu, X., Orrange, S. E., & Kravitz, R. L. (2011). Lingering questions and doubts: Online information-seeking of support forum members following their medical visits. *Patient Education and Counseling*, 85(3), 525-528. doi: [10.1016/j.pec.2011.01.015](https://doi.org/10.1016/j.pec.2011.01.015)
- ❖ Buis, L. R. (2011). The potential for web-based social network sites and self-regulation for health promotion. *American Journal of Health Promotion*, 26(2), 73-76. doi: [10.4278/ajhp.110223-CIT-83](https://doi.org/10.4278/ajhp.110223-CIT-83)
- ❖ Bull, S. S., Breslin, L. T., Wright, E. E., Black, S. R., Levine, D., & Santelli, J. S. (2011). Case study: An ethics case study of HIV prevention research on Facebook: The Just/Us Study. *Journal of Pediatric Psychology*, 36(10), 1082-1092. doi: [10.1093/jpepsy/jsq126](https://doi.org/10.1093/jpepsy/jsq126)
- ❖ Choi, J. (2011). Literature review: Using pictographs in discharge instructions for older adults with low-literacy skills. *Journal of Clinical Nursing*, 20(21-22), 2984-2996. doi: [10.1111/j.1365-2702.2011.03814.x](https://doi.org/10.1111/j.1365-2702.2011.03814.x)
- ❖ Eaton, L. H., Doorenbos, A. Z., Schmitz, K. L., Carpenter, K. M., & McGregor, B. A. (2011). Establishing treatment fidelity in a web-based behavioral intervention study. *Nursing Research*, 60(6), 430-435. doi: [10.1097/NNR.0b013e31823386aa](https://doi.org/10.1097/NNR.0b013e31823386aa)
- ❖ Eland-de Kok, P., van Os-Medendorp, H., Vergouwe-Meijer, A., Bruijnzeel-Koomen, C., & Ros, W. (2011). A systematic review of the effects of e-health on chronically ill patients. *Journal of Clinical Nursing*, 20(21-22), 2997-3010. doi: [10.1111/j.1365-2702.2011.03743.x](https://doi.org/10.1111/j.1365-2702.2011.03743.x)
- ❖ Fisher, J. D., Amico, K. R., Fisher, W. A., Cornman, D. H., Shuper, P. A., Trayling, C., . . . LifeWindows Team. (2011). Computer-based intervention in HIV clinical care setting improves antiretroviral adherence: The LifeWindows Project. *Aids and Behavior*, 15(8), 1635-1646. doi: [10.1007/s10461-011-9926-x](https://doi.org/10.1007/s10461-011-9926-x)



- ❖ Graham, D. J., & Jeffery, R. W. (2011). Location, location, location: Eye-tracking evidence that consumers preferentially view prominently positioned nutrition information. *Journal of the American Dietetic Association*, 111(11), 1704-1711. doi: [10.1016/j.jada.2011.08.005](https://doi.org/10.1016/j.jada.2011.08.005)
- ❖ Harris, J., Felix, L., Miners, A., Murray, E., Michie, S., Ferguson, E., . . . Edwards, P. (2011). Adaptive e-learning to improve dietary behaviour: a systematic review and cost-effectiveness analysis. *Health Technology Assessment*, 15(37), 1-160. doi: [10.3310/hta15370](https://doi.org/10.3310/hta15370)
- ❖ Hinnant, A., Oh, H. J., Caburnay, C. A., & Kreuter, M. W. (2011). What makes African American health disparities newsworthy? An experiment among journalists about story framing. *Health Education Research*, 26(6), 937-947. doi: [10.1093/her/cyr086](https://doi.org/10.1093/her/cyr086)
- ❖ Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75(6), 55-71. [Abstract](#)
- ❖ Hove, T., Paek, H.-J., & Isaacson, T. (2011). Using adolescent eHealth literacy to weigh trust in commercial web sites: The more children know, the tougher they are to persuade. *Journal of Advertising Research*, 51(3), 524-537. doi: [10.2501/JAR-51-3-524-537](https://doi.org/10.2501/JAR-51-3-524-537)
- ❖ Jones, B. (2011). Mixed uptake of social media among public health specialists. *Bulletin of the World Health Organization*, 89(11), 784-785. Retrieve from <http://www.who.int/entity/bulletin/volumes/89/11/11-031111.pdf>.
- ❖ LaPointe, P. (2011). The rock in the pond: How online buzz and offline WOM can make a strong message even more powerful. *Journal of Advertising Research*, 51(3), 456-457. doi: [10.2501/JAR-51-3-456-457](https://doi.org/10.2501/JAR-51-3-456-457)
- ❖ Laz, T. H., & Berenson, A. B. (2011). Association of web-based weight loss information use with weight reduction behaviors in adolescent women. *Journal of Adolescent Health*, 49(4), 446-448. doi: [10.1016/j.jadohealth.2011.01.020](https://doi.org/10.1016/j.jadohealth.2011.01.020)
- ❖ Levesque, D. A., Van Marter, D. F., Schneider, R. J., Bauer, M. R., Goldberg, D. N., Prochaska, J. O., & Prochaska, J. M. (2011). Randomized trial of a computer-tailored intervention for patients with depression. *American Journal of Health Promotion*, 26(2), 77-89. doi: [10.4278/ajhp.090123-QUAN-27](https://doi.org/10.4278/ajhp.090123-QUAN-27)
- ❖ Mackert, M., Ball, J., & Lopez, N. (2011). Health literacy awareness training for healthcare workers: Improving knowledge and intentions to use clear communication techniques. *Patient Education and Counseling*, 85(3), e225-228. doi: [10.1016/j.pec.2011.02.022](https://doi.org/10.1016/j.pec.2011.02.022)
- ❖ McInnes, N., & Haglund, B. J. A. (2011). Readability of online health information: Implications for health literacy. *Informatics for Health & Social Care*, 36(4), 173-189. doi: [10.3109/17538157.2010.542529](https://doi.org/10.3109/17538157.2010.542529)
- ❖ Oliffe, J. L., Bottorff, J. L., McKenzie, M. M., Hislop, T. G., Gerbrandt, J. S., & Oglov, V. (2011). Prostate cancer support groups, health literacy and consumerism: Are community-based volunteers re-defining older men's health? *Health*, 15(6), 555-570. doi: [10.1177/1363459310364156](https://doi.org/10.1177/1363459310364156)
- ❖ Peacock, N., Issel, L. M., Townsell, S. J., Chapple-McGruder, T., & Handler, A. (2011). An innovative method to involve community health workers as partners in evaluation research. *American Journal of Public Health*, 101(12), 2275-2280. doi: [10.2105/AJPH.2011.300263](https://doi.org/10.2105/AJPH.2011.300263)



- ❖ Piggin, J., & Lee, J. (2011). 'Don't mention obesity': Contradictions and tensions in the UK Change4Life health promotion campaign. *Journal of Health Psychology*, 16(8), 1151-1164. doi: [10.1177/1359105311401771](https://doi.org/10.1177/1359105311401771)
- ❖ Rock, M. J., McIntyre, L., Persaud, S. A., & Thomas, K. L. (2011). A media advocacy intervention linking health disparities and food insecurity. *Health Education Research*, 26(6), 948-960. doi: [10.1093/her/cyr043](https://doi.org/10.1093/her/cyr043)
- ❖ Schonlau, M., Martin, L., Haas, A., Derose, K. P., & Rudd, R. (2011). Patients' literacy skills: More than just reading ability. *Journal of Health Communication*, 16(10), 1046-1054. doi: [10.1080/10810730.2011.571345](https://doi.org/10.1080/10810730.2011.571345)
- ❖ Sparrow, D., Gottlieb, D. J., DeMolles, D., & Fielding, R. A. (2011). Increases in muscle strength and balance using a resistance training program administered via a telecommunications system in older adults. *Journals of Gerontology: Biological Sciences and Medical Sciences*, 66(11), 1251-1257. doi: [10.1093/gerona/glr138](https://doi.org/10.1093/gerona/glr138)
- ❖ Stroeve, S. J., Mackert, M. S., McAlister, A. L., & Hoelscher, D. M. (2011). Using social media to communicate child health information to low-income parents. *Preventing Chronic Disease*, 8(6), A148. Retrieve from [http://www.cdc.gov/pcd/issues/2011/nov/11\\_0028.htm](http://www.cdc.gov/pcd/issues/2011/nov/11_0028.htm).

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